



SAVITRIBAI PHULE PUNE UNIVERSITY

(Formerly University of Pune)

B. Voc. MEDIA & ENTERTAINMENT / AUDIO VISUAL COMMUNICATION SYLLABUS

(First, Second & Third Year Syllabus)

**Revised Syllabus will be implemented with effect from the
academic year 2022-2023**

**B. Voc. (MEDIA & ENTERTAINMENT / AUDIO VISUAL
COMMUNICATION SYLLABUS) SYLLABUS**

SEMESTER 1 (CREDITS: 30)

NO.	TITLE	CREDITS	MARKS			NOS
			INTERNALS	EXAM	TOTAL	
	<u>GENERAL EDUCATION</u>					
DMC 01	LANGUAGE SKILLS ENGLISH/MARATHI -I	04	50	50	100	
DMC 02	INTRODUCTION TO JOURNALISM	04	50	50	100	
DMC 03	INTRODUCTION TO MASS COMMUNICATION	04	50	50	100	
	<u>SKILL COMPONENT</u>					
DMC 04	TRANSLATION	06	100	50	150	
DMC 05	PAGE DESIGNING	06	100	50	150	
DMC 06	COMPUTER SKILLS FOR MEDIA	06	100	50	150	MES/ N 1908 Computer Skills for Journalism and Media
	TOTAL CREDITS	30			TOTAL: 750	

SEMESTER 2: (CREDITS: 30)

	<u>GENERAL EDUCATION</u>					
DMC 07	INTRODUCTION TO RADIO	04	50	50	100	
DMC 08	INTRODUCTION TO TELEVISION	04	50	50	100	
DMC 09	BASICS OF PHOTOGRAPHY	04	50	50	100	
	<u>SKILL COMPONENT</u>					
DMC 10	AUDIO VISUAL NEWS GATHERING	06	100	50	150	MES/ N 1907 Understan d Audio Visual Aids
DMC 11	BASICS OF CAMERA (PRACTICALS)	06	100	50	150	1. MES / N 0601 (Determine Visual Style and Prepare Shoot Plan) 2) MES/ N 2812 (Manage Content Archival)
DMC 12	INTERNSHIP/ ON JOB TRAINING	06	150		150	
	TOTAL CREDITS	30			TOTAL: 750	

SEMESTER 3: (CREDITS 30)

NO.	TITILE	CREDITS	MARKS			NOS
			INTERNALS	EXAM	TOTAL	
	<u>GENERAL EDUCATION</u>					
ADMC 01	NATIONAL AND INTERNATIONAL AFFAIRS - I	04	50	50	100	
ADMC 02	ADVERTISING	04	50	50	100	
ADMC 03	PUBLIC RELATION	04	50	50	100	
	<u>SKILL COMPONENT</u>					
ADMC 04	AUDIO VIDEO EDITING	06	100	50	150	MES / N 3003 (Adapt the script to production requirements)
ADMC 05	COPY WRITING & DESIGN IN ADVERTISING	06	100	50	150	
ADMC 06	SOFT SKILLS & BASICS OF EVENT MANAGEMENT	06	100	50	150	
	TOTAL CREDITS	30			TOTAL: 750	

SEMESTER 4: (CREDITS 30)

NO.	TITLE	CREDITS		MARKS		NOS
		THEORY	INTERNALS	EXAM	TOTAL	
	<u>GENERAL EDUCATION</u>					
ADMC 07	NATIONAL AND INTERNATIONAL AFFAIRS - II	04	50	50	100	
ADMC 08	INTRODUCTION TO PRINTING & PUBLICATION	04	50	50	100	
ADMC 09	MEDIA ETHICS & LAWS	04	50	50	100	
	<u>SKILL COMPONENT</u>					
ADMC 10	TV / R J ANCHORING SKILLS	06	100	50	150	
ADMC 11	BASICS OF PRINT TECHNOLOGY & DIGITAL PLATFORMS	06	100	50	150	
ADMC 12	INTERNSHIP/ ON JOB TRAINING	06	150		150	
	TOTAL CREDITS	30			TOTAL : 750	

SEMESTER 5: (CREDITS 30)

NO.	TITLE	CREDITS	MARKS			NOS
			INTERNAL S	EXAM	TOTAL	
	<u>GENERAL EDUCATION</u>					
BMC 01	INTRODUCTION TO FILMS	04	50	50	100	
BMC 02	SHORT FILM AND DOCUMENTARY MAKING	04	50	50	100	
BMC 03	INTRODUCTION TO THEATRE & CRAFT	04	50	50	100	
	<u>SKILL COMPONENT</u>					
BMC 04	INTRODUCTION TO CINEMATOGRAPHY	06	100	50	150	1) MES / N 0601 (Determine Visual Style and Prepare Shoot Plan) 2) MES / N 0602 (Carry out Location Reconn and Finalise Locations)
BMC 05	TRENDS IN SOCIAL MEDIA	06	100	50	150	
BMC 06	NEW MEDIA	06	100	50	150	1) MES/ N 0702 (Conceptualise Creative Ideas for Production) 2) MES/ N 2809 (Coordinate Production Activities)
	TOTAL CREDITS	30			TOTAL: 750	

SEMESTER 6: (CREDITS 30)

NO.	TITLE	CREDITS	MARKS			NOS
		THEORY	INTERNALS	EXAM	TOTAL	
	<u>GENERAL EDUCATION</u>					
BMC 07	INTRODUCTION TO TECHNICAL WRITING & INSTRUCTIONAL DESIGN	04	50	50	100	
BMC 08	CREATIVE WRITING	04	50	50	100	
BMC 09	MEDIA MANAGEMENT	04	50	50	100	
	<u>SKILL COMPONENT</u>					
BMC 10	TEAM PROJECT (SHORT FILM)	06	100	50	150	
BMC 11	INDIVIDUAL PROJECT	06	100	50	150	
BMC 12	INTERNSHIP/ ON JOB TRAINING	06	150		150	
	TOTAL CREDITS				TOTAL: 750	

**B. Voc. (MEDIA & ENTERTAINMENT / AUDIO VISUAL
COMMUNICATION SYLLABUS) SYLLABUS**

NO.	TITLE	CREDITS	MARKS			NOS
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SEMESTER 1 (CREDITS: 30)

NO.	TITLE	CREDITS	MARKS			NOS
			INTERNALS	EXAM	TOTAL	
	<u>GENERAL EDUCATION</u>					
DMCON 01	LANGUAGE SKILLS ENGLISH/MARATHI -I	04	50	50	100	
DMCON 02	INTRODUCTION TO JOURNALISM	04	50	50	100	
DMCON 03	INTRODUCTION TO MASS COMMUNICATION	04	50	50	100	
	<u>SKILL COMPONENT</u>					
DMCON 04	TRANSLATION	06	100	50	150	
DMCON 05	PAGE DESIGNING	06	100	50	150	
DMCON 06	COMPUTER SKILLS FOR MEDIA	06	100	50	150	
	TOTAL CREDITS	30			TOTAL: 750	

			INTERNALS	EXAM	TOTAL	
	<u>GENERAL EDUCATION</u>					
DMCON 07	INTRODUCTION TO RADIO	04	50	50	100	
DMCON 08	INTRODUCTION TO TELEVISION	04	50	50	100	
DMCON 09	BASICS OF PHOTOGRAPHY	04	50	50	100	
	<u>SKILL COMPONENT</u>					
DMCON 10	AUDIO VISUAL NEWS GATHERING	06	100	50	150	
DMCON 11	BASICS OF CAMERA (PRACTICALS)	06	100	50	150	
DMCON 12	INTERNSHIP/ ON JOB TRAINING	06	150		150	
	TOTAL CREDITS	30			TOTAL: 750	

SEMESTER 2: (CREDITS: 30)

SEMESTER 3: (CREDITS 30)

NO.	TITLE	CREDITS	MARKS			NOS
			INTERNALS	EXAM	TOTAL	
	<u>GENERAL EDUCATION</u>					
ADMCON01	NATIONAL AND INTERNATIONAL AFFAIRS - I	04	50	50	100	
ADMCON02	ADVERTISING	04	50	50	100	
ADMCON03	PUBLIC RELATION	04	50	50	100	
	<u>SKILL COMPONENT</u>					
ADMCON04	AUDIO VIDEO EDITING	06	100	50	150	MES / N 1301 (Evaluate production concepts and ideas)
ADMCON05	COPY WRITING & DESIGN IN ADVERTISING	06	100	50	150	
ADMCON06	SOFT SKILLS & BASICS OF EVENT MANAGEMENT	06	100	50	150	
	TOTAL CREDITS	30			TOTAL: 750	

SEMESTER 4: (CREDITS 30)

NO.	TITLE	CREDITS		MARKS		NOS
		THEORY	INTERNALS	EXAM	TOTAL	
	<u>GENERAL EDUCATION</u>					
ADMCON 07	NATIONAL AND INTERNATIONAL AFFAIRS - II	04	50	50	100	
ADMCON 08	INTRODUCTION TO PRINTING & PUBLICATION	04	50	50	100	
ADMCON 09	MEDIA ETHICS & LAWS	04	50	50	100	
	<u>SKILL COMPONENT</u>					
ADMCON 10	TV / R J ANCHORING SKILLS	06	100	50	150	
ADMCON 11	BASICS OF PRINT TECHNOLOGY & DIGITAL PLATFORMS	06	100	50	150	MES/ N 3502 (Manage equipment & material)
ADMCON 12	INTERNSHIP/ ON JOB TRAINING	06	150		150	
	TOTAL CREDITS	30			TOTAL: 750	

SEMESTER 5: (CREDITS 30)

NO.	TITLE	CREDITS	MARKS			NOS
			INTERNALS	EXAM	TOTAL	
	<u>GENERAL EDUCATION</u>					
BMCON 01	INTRODUCTION TO FILMS	04	50	50	100	
BMCON 02	SHORT FILM AND DOCUMENTARY MAKING	04	50	50	100	
BMCON 03	INTRODUCTION TO THEATRE & CRAFT	04	50	50	100	
	<u>SKILL COMPONENT</u>					
BMCON 04	DIRECTION FOR TV	06	100	50	150	1) MES / N 1301 (Evaluate production concepts & ideas) 2) MES / N 1303 (Conceptualize the creative vision)
BMCON 05	MEDIA CONVERGENCE	06	100	50	150	MES / N 3003 (Adapt the script to production requirements)
BMCON 06	MEDIA CONVERGENCE IN PRACTICE	06	100	50	150	1) MES / N 1303 (Conceptualize the creative vision)
	TOTAL CREDITS	30			TOTAL: 750	

SEMESTER 6: (CREDITS 30)

NO.	TITLE	CREDITS	MARKS			NOS
		THEORY	INTERNALS	EXAM	TOTAL	
	<u>GENERAL EDUCATION</u>					
BMCON 07	INTRODUCTION TO TECHNICAL WRITING & INSTRUCTIONAL DESIGN	04	50	50	100	
BMCON 08	CREATIVE WRITING	04	50	50	100	
BMCON 09	MEDIA MANAGEMENT	04	50	50	100	
	<u>SKILL COMPONENT</u>					
BMCON 10	TEAM PROJECT (SHORT FILM)	06	100	50	150	
BMCON 11	INDIVIDUAL PROJECT	06	100	50	150	
BMCON 12	INTERNSHIP/ ON JOB TRAINING	06	150		150	
	TOTAL CREDITS				TOTAL: 750	

DMC 01: LANGUAGE SKILLS FOR MEDIA (ENGLISH)

Unit 1: Vocabulary

Active and passive vocabulary, Importance of short & plain words, Choosing the right/precise word from words having similar meanings, Ways of expanding one's active vocabulary, Levels of vocabulary usage: formal & informal, spoken & written.

Unit 2: Sentence

Definition, Subject & Predicate, Functions of words used in a sentence, Importance of the verb in sentence, Unity, Lucidity, Various relations between sentences, Connectors, Types of sentences : Active & Passive, Simple, Complex, Compound and punctuation. Statements (Positive/Negative), Imperative, Interrogative, Exclamatory. Need to vary the type & length of sentence.

Unit 3 : paragraph

Principles of organizing & developing a paragraph, Topic sentence, Argument-Counter argument, Explanation & illustration, Reiteration, Variation of length, Unity.

Unit 4 : Types of writing

Essay, Feature, Business Letter, Editorial comment and translations.

Unit 5: Reading/Writing (English, Marathi)

Types of reading (skimming and scanning) ,Types of reading (same with examples Newspaper / Magazine article, TV, feature and documentary, radio bulletins, advertising copy, press release in English, Hindi and Marathi), Letter Writing, Application Letter, Resume, Personnel Correspondence, Informal.

PRACTICAL ASSESSMENT :

At least 5 home assignments, 5 class tests of 10 marks each, covering different aspects of the subject.

Reference books :

1. A.S.Hornby Guide to Patterns and Usage in English, ELBS, Oxford Uni. Press.
2. Prof. V.S.Sreedharan How to write correct English, Goodwill Publications, New Delhi.
3. Pal Rajenda and J.S Koriahalli. Essentials of English and Business Communication, S. Chand.
4. Robey, L Cora New Handbook of Basic Writing Skills, Hardcourt College Pb. Orlando.
5. Taylor, Shirley Communication for Business, Pearson Education Ltd., Edinburgh Gate, Hareon, Essex, England.
6. R. Michelson Sentences, IIVY Publishing House, New Delhi-95.
7. Neira Anjana Dev, Anuradha, Marwah and Swati Pal Creative Writing A Beginner's Manual, Dorling Kindersely (India) Pvt. Ltd., New Delhi 2009.
8. Wren & Martin High School English Grammar & Composition, S.Chand
9. Thomas S. Kane Oxford Essentials Guide To Writing
10. Collins Collins Grammar Punctuation
11. George.A.Hough News Writing , Kanishka
12. Robert Mc. Lesh Radio Production , Focal Press
13. Joseph Sugarman The Ad Week Copy Writing Hand Book, Wiley

DMC 02 : INTRODUCTION TO JOURNALISM

UNIT 1: BASICS OF PRINT MEDIA

Newspaper structure and working of a newspaper office, functioning of editorial department, content of newspapers.

UNIT 2 : NEWS EDITING

Role of Sub-editor, need for editing, proof-reading, editing different copies, gate keeping, skills of editing, Copy writing, style, writing lead, headline, deadlines.

Unit 3: NEWS REPORTING

News reporting and writing: inverted pyramid, focus, lead, quoting sources, style.

UNIT 4: FEATURE WRITING

Feature writing : types of features, sources and ideas, writing style, types of leads, types of summary.

Unit 5: WRITING FOR MAGAZINE

Understanding Magazine, History of Magazines, Newspaper supplement and Magazines. Types of magazines, New trends like glossy magazines. Online and Web magazines.

PRACTICAL ASSESSMENT:

Comparative study of various magazines. Planning different issues of various magazines, writing articles for magazines etc.

EXPERIMENTAL JOURNAL: Each student must be involved in the production of at least two issues of the experimental journal wherein the student gets the opportunity to work as a reporter, sub-editor and feature writer.

DMC 03: INTRODUCTION TO MASS COMMUNICATION

Unit 1: Key concepts in communication

Forms of Communication: Intra Personal Communication, Interpersonal Communication, Group Communication, Public Communication, Mass Communication: Electronic, Satellite, Interactive, Digital Communication etc, Elements and process of communication, Functions of Mass Communication, Barriers of Mass Communication, concept of mass, characteristics of mass communication, effects of mass communication: short term, long term. Meaning and need for Mass Communication

Unit 2 : Evolution of mass media

Technological, economic, political development; role of mass media in a democracy, public opinion, social change and development, culture.

Unit 3 : Media content processes

Media content formats (genre), news as a genre, Gatekeeping, effects of organisational structure on journalistic content; mass communication as an academic discipline

Unit 4: Media Convergence:

Convergence: Conceptual framework, Technological dimension, Economic dimension, Socio-cultural dimensions, Implications to 'Mass Communication'. developments in the Economy, Society, and Culture and its impact on current communication media. Impact of social media on Mass Communication.

Unit 5 : Impact of Mass Media

Content and Nature of Mass Media, Impact & Influence of Mass Media - The Indian Context: reach, access and nature of audience, Differentiate between Mass Communication & Mass Media, Means & Tools of Mass Communication: Traditional & Folk Media: Types, importance of traditional media: Print: Books, Newspapers, Magazines, Broadcast: Television, Radio, Films, Internet, Advertising, Public Relations, Other outdoor media

PRACTICAL ASSESSMENT:

Group discussions, presentations, writing analytical pieces about current events, maintaining a clippings file, quizzes, objective tests etc.

Reference books:

1. Dan Laughy Key Themes in Media Theories, Rawat Publication.
2. Taylor, Rosegrant, Meyrs Communicating, Prentice Hall
3. Allan and Barbara Pease The Definitive Book of Body Language, Munjal Publishing House
4. D.M. Silveira Personal Growth Companion, Classic Publishing
5. Edward De Bono How to Have a Beautiful Mind, Vermillion

DMC 04 : TRANSLATION

Unit I

Grammar and vocabulary of source language and target language, lexicography,

Exercises in essential grammar, use of dictionary, using online dictionary

Unit II

Theories of translation, principles and techniques of translation, translating complex, lengthy sentences precisely. Interaction with professional translators.

Study of some famous translational works-Ignited Minds by Dr. A. P. J. Abdul Kalam, Ek Hota Carver by Veena Gavankar

Practice sessions for translation of simple, complex as well as peculiar sentences.

Unit III

Registers in language: e.g. register of law. Translation of literature from print media, legal documents, government circulars

Practice sessions on translation of newspaper articles, legal documents

Unit IV

Study of popular commercials from source language, attractive captions, maximum information in minimum words

Translating popular commercials, writing attractive captions

DMC 05 : PAGE DESIGNING

Unit I

PageMaker -tool bar, Settings, Opening, saving and closing publications Inserting and removing pages , Flowing text, resizing the object, Adjusting graphics or text objects, Select multiple elements, Selecting elements behind the others ,

Mask and group, unmask and ungroup. Constrain move vertically/horizontally,

Paste items, editing objects, rotating text, box Layout window, viewing pages, changing, previous and next pages, zooming and hyperlinks Font style, size, case

Subscript and superscript, Inserting Special characters, bullets, page numbering Spacing of character, line, word and paragraph Breaking and non breaking, Text editing – selecting word, paragraph and a range of text Indenting/Tabs Find and change dialogue box , Text recomposition Compress paint, JPG and GIF files, Using Palletes control, colour palletes, styles palet and master pages pallet, Removing master page objects from pages, control pallets, Making tables, editing data in tables. Filing, stroking, frames, arranging, text Wrapping, grouping and ungrouping, locking and unlocking, mask/unmask image, polygon setting, rounded corners, introduction to various versions, concepts and applications of PageMaker.

Unit II

Indesign

introduction to various versions, concepts and applications of Indesign.

Unit III

Corel Draw

Use of various tools such as Pick tools, Zoom tools, Free hand tool, square tool, rectangle tool, Text tool, Fill tool etc. and all fonts used in designing of monograms, logos, posters, stickers, greeting cards, visiting cards, etc.

Unit IV

Photo Shop

Photo editing /inserting starting with Setting Up, The Interface, Managing Palettes, Working With Photoshop Tools, Working With Layers

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DMC 06 : COMPUTER SKILLS FOR MEDIA

UNIT I

Computer basics

-Basic structure of a PC, Type of Computers, Input/ output devices (definition), Use of Printer, Scanner, microphone speaker.

-Memory, storage, storage devices, RAM, ROM, Processor, Processing speed and RAM, Hard Disk and RAM. What does one mean by the speed of a computer•

-Operating Systems, Windows Operating System, Windows basics, windows commands and keyboard shortcuts

-File Management, importance of organizing work in folders, Disk partitions, physical and logical drives, etc.

-Scratch programming; Introduction to Scratch Project, Sprite and movements, types of statements and sequencing.

UNIT II

Networking Basics

- Introduction to networks, Types of networks (peer to peer, client server, LAN, WAN, VPN, etc.), Intranet and Internet, Client Server Architecture.
- Importance of networks in a media organization, Networking in editing studios, television networks, knowledge management, access to archives, Networking through satellites, transfer of footage through OB Vans. Typography (fonts & typefaces, type of fonts), Observation & visualization, perspective Unicode, installing and using Unicode.

UNIT III

Introduction to Internet

- Domain names, web servers, URL and parts of a URL. Types of websites - Static and Dynamic websites, Portals (Horizontal and vertical portals).
- Services (email, search engines, ftp, etc.) Searching on the web, keywords etc., Internet Security, threats, legal challenges - copyright issues, technology issues, political issues, social issues; economic issues - ethical issues
- Importance of internet in media, effect of internet on journalism, Newsrooms and the internet, internet and research, journalists and the internet. Media and Internet : advantages, limitations.

UNIT IV

-Text & Documents Editing & Presentation Microsoft Word

- Creating, Saving documents Editing documents (formatting characters, lines and paragraphs, section & Page Breaks, Headers & Footers, Tool, index)
- Language Tools (spelling, grammar thesaurus)
- Inserting images, cut, copy, paste
- Creating Tables
- Mail merge, Use of keyboard shortcuts

UNIT V

Microsoft Excel : -Introduction to spreadsheet, rows, columns, cell address, Workbook, worksheet,-Entering data, Formulae, functions, Editing sheets, Formatting.

- Finding, replacing and filling data, Database Management, sorting, Preparing Charts, Use of Keyboard shortcuts.

Power Point : Introduction to presentations, create, save

-Types of presentation layouts, slides, outlines, slide sorter, presentation, Formatting, Tables, Cliparts, pictures, organization charts, charts, etc.

-Animation (preset, custom) Setting up slide show, timings on clicks, hyperlinks, etc. Inserting images, videos and sounds,

-Power Point presentation, Power Point show, Presentation Skill, Keyboard shortcuts.

ADMC 07 : INTRODUCTION TO RADIO

UNIT 1: UNDERSTANDING THE MEDIUM

Invention and development, strengths and weaknesses of the medium, production and transmission technology. Audio recording, editing software; transmission: AM, FM, medium wave, short wave; internet radio, webcasting podcasting.

UNIT 2: ALL INDIA RADIO/AKASHWANI

Establishment, mission, expansion, role in development etc. National network, external services, state networks, local radio stations News Services Division: functioning, network, Regional News Units Critical evaluation of contemporary programming strategy, reach and impact.

UNIT 3: RADIO NEWS REPORTING AND WRITING

Skills of a radio news reporter, interview skills, sound recording and editing, anchoring and news reading skills, rights and responsibilities of a reporter. Characteristics of radio writing style. Radio Advertising: advantages, disadvantages; types, appeal Programme promos, Public Service Announcements.

UNIT 4 : PRIVATE RADIO STATIONS AND COMMUNITY RADIO

Entry of private radio stations, rules and regulations, major channels, their impact, types of channels, ownership and management of a private radio station Community Radio: need for it in India, success stories, rules and regulations, educational radio, university radio channels

UNIT 5 : OTHER FORMATS OF RADIO

Radio report, newsreel, features, documentaries; phone-in program, entertainment program, social awareness program, overview of an introduction to all programme formats in fiction, non-fiction/ news-based/entertainment, talk shows, phone-in programmes.

PRACTICAL ASSESSMENT:

Visits to FM channels; production of radio programs; critical analysis of radio programs. Basic sound recording and editing software, news reading and anchoring exercises, analysis and discussion of news bulletins etc.

Reference books

1. H.R. Luthra Indian Broadcasting, Publications Division
2. Robert Mc Liesh Radio Production, Focal Press
3. James R. Alburger The Art of Voice Acting, Focal Press

ADMC 08 : INTRODUCTION TO TELEVISION

UNIT 1: UNDERSTANDING THE MEDIUM

Television Broadcasting: Characteristics as a medium of communication, History of TV in India, Doordarshan and its expansion; SITE and Kheda experiments; Entry and expansion of satellite TV; Laws governing TV broadcasting, future trends, Color TV, Cable and Satellite, Channel Distribution, TV on Mobile 3G & Notebook, Prospects of 4G

Unit 2: TV NEWS CHANNELS

Organizational structure of TV news channels
Modern, TV newsroom:
Input/output and Assignment Desks
TV news production desk and its functions,
Visual sources: servers, graphics, archives, MSR and OB.

UNIT 3: TV GENERS/FORMATS

To study TV genres like- documentary, soap, holiday/travel, cartoon, drama, news, cookery, adventure, spiritual etc. Formats, types: nature, institutional, event-based, personality etc., RECCE, planning, shooting script, editing, narration, background music, post-production

UNIT 4 : WRITING SKILLS FOR TV PROGRAMS

TV writing style: words vs visuals, writing in 'aural' style, content of news, anchor script, voice over script, Script writing and editing for various TV Formats. Types of interviews: doorstep, vox-pop, eye-witness, during a news bulletin; TV interview as a separate programme format: indoor/outdoor; personality, opinion, informative interviews; single camera, multi camera etc., Talk shows, discussions, debates etc.; Role and responsibility of the interviewer.

UNIT 5: BASICS OF TV CAMERA

Preparing T.V. visuals: Simplicity, Contrast, Balance, Composition T.V. shooting technique, Shot classification, Framing, Movement Television camera optics, Television production Crew.

PRACTICAL ASSESSMENT:

Basic function of camera, news reading and anchoring exercises, analysis and discussion of news bulletins etc.

TV interview exercise, watching and analyzing documentaries; critical analysis of TV programmes; small research projects to understand impact of TV etc.

Reference books

1. Paul Chantler & Peter Stewart Basic Radio Journalism, Focal Press
2. Uma Joshi Text Book of Mass Communication & Media Anmol Publication, Delhi
3. R.Parthsarathy Journalism in India , Sterling Publishers
4. H.R.Luthra Indian Broadcasting
5. J Natrajan History of Indian Journalism, Publications Divisions, Ministry of Information of Broadcasting Government of India

ADMC 09: BASICS OF PHOTOGRAPHY

UNIT I:

History of Photography & Basic Principles of Photography

UNIT II:

Types of Cameras & Output Formats

UNIT III:

Color Photography & Black & White Photography

Concepts of Compositions & Camera Techniques

UNIT IV:

Various aspects of Lighting,

Movement in Art & Photography

Books for Reference:

1. Art as Witness by Parthiv Shah
2. The Art of Color Photography by Mitchell Beazley
3. Digital Photography by Steve Bavister
4. Coming of Photography in India by Christopher Penny
5. Basics of Photography by John Hedgecoe

ADMC 10 : AUDIO VISUAL NEWS GATHERING

Unit-I: Reporting & Presenting electronic news

TV News reporting skills, understanding audio-visual newsworthiness, exploring the visual angle, understanding deadlines, gathering information, cultivating sources.

Unit - II

Presentation skills : screen presence, body language, voice modulation, presence of mind, diction, working with the cameraman, interview skills.

News presentation : structure of a news bulletin, writing headlines, anchor leads, appropriate usage of visuals, anchor's responsibility, live broadcasts.

Unit III

Content in electronic news : Various formats of TV news content, Bulletines, panel discussions, special features, documentaries, interviews etc.

Writing for the visual medium : words should match the copy, broadcast styles and techniques of writing.

Unit IV

Procuring newsworthy material, bytes, visuals and packaging into a TV story.

Considerations, laws and ethics to be followed for the news content.

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News reading and anchoring practices.

Anchoring exercises for television program formats.

ADMC 11 : BASICS OF CAMERA (PRACTICALS)

Unit I

Camera functions & operations of camera

Exposure, : Mechanics of photography: apertures, shutter speeds, focus, and focal lengths

Unit II

Depth of Field, Factors affecting Depth of field

Unit III

camera lens types, special lens, camera format, Lighting, composition

Caption Writing, Digital archive and management of photographs

Unit IV

Introduction to photo-editing software such as Adobe Photoshop Elements, and

ACDSee Photoeditor, Use and misuse of technology, Understanding of printing pattern requirement, CMYK, and RGB pattern, ink used for printing multiple publishing platforms.

Unit V

New Trends , Spot News, general news, Street Photography, off-beat photography, and documentary photography, war, terror, and crime,

Photographs for photo features, photo stories and photo essays.

Reference Books :

1. Kobre Kenneth, The Professionals' Approach, sixth edition, Focal Press

2. Eisman, Dugan, and Grey, Read World Digital Photography, Pearson/Prentice Hall

3. Fred Parrish, Photojournalism: An Introduction, Wadsworth Thomson

4. Cutts, Martin. The plain English Guide - How to write Clearly & Communicate Better. Oxford

University Press.

5. Seely John. The Oxford Guide to Writing & Speaking.

6. Hicks, Wynterd. 1993. English for Journalists. Routledge Publication.

7. Lewis James. The Active Reporter. Vikas Publication

ADMC 12 : INTERNSHIP/ON JOB TRAINING

This internship has to be done at the end of every Semester. It is mandatory to do it in a **newspaper office** for the II Semester. The minimum requirement is 60 hours of work for 15 days @four hours a day. A file containing a detailed report about the Internship (containing details of schedule and nature work, copies of published and unpublished material, and assessment by concerned authority); and all the written assignments for other subjects has to be submitted.

BMC 13 : NATIONAL AND INTERNATIONAL AFFAIRS - I

Unit-I

[Indian Constitution]

1. Indian Constitution: Salient Features & preamble

2. Fundamental Rights and Fundamental duties.

3. Directive Principles of state policy.

4. States and Union Territories & Centre-State Relations

Unit-II

: [Power and functioning of democratic Institutions]

1. President and Vice President: Election and power
2. Prime Minister and the cabinet
3. Governor: Power & functions
4. Chief Minister and the cabinet
5. Parliament – Functions and powers

Unit-III:

[Judicial System]

1. State legislature – Functions and powers
2. Superior Judiciary –

Unit-III: [Judicial System]

1. State legislature – Functions and powers
2. Superior Judiciary - Supreme Court, High Courts
3. Subordinate Judiciary

Unit-IV:

[Electoral System]

1. Election Commission – Functions and powers
2. General Elections, Mid-Term Elections, By Elections
3. Elections of upper and lower houses
4. Election of President and Vice President

5. Multi Party System - National and Regional Parties

Reference books:

1. Shyam Benegal Bharat Ek Khoj (Series)
2. Ram Chander Guha India After Gandhi: The History of the World's Largest Democracy, Perennial
3. D.B. Vohra History of Freedom Movement, Delhi Admin
4. H.R. Ghosal An Outline History of Indian People
5. A.L. Basham A Cultural History of India: The Wonder that is India: Volume-1 & 2
6. A.N. Aggarwal Indian Economy
7. Rajni Kothari Caste in Indian politics
8. Ministry of I & B Facts about India
9. Pandit Jawahar Lal Nehru The Discovery of India
10. Shukla V.N. Constitution of India, Eastern Book Company, Lucknow 200a
11. Bakshi P.M. The Constitution of India, Universal Law Publishing Co. Pvt. Ltd. 2001
12. Jhabvala, Noshirvan H The Constitution of India, C Jamnadas and Co., Mumbai, 2003
13. D. D. Basu An introduction to the Constitution of India

14. J.C. Johri Indian Political System

DMC 14: ADVERTISING

UNIT 1: BASICS OF ADVERTISING

Purpose, development, nature, role in economy. International advertising scenario. Advertising industry in India: size, major ad agencies and campaigns, social and cultural context of Indian advertising, advertising ethics and social responsibility.

UNIT 2: ADVERTISING AS MARKETING COMMUNICATION

Need for integrated communications. Importance of, and role in marketing mix, Advertising goals and strategies: advertising and sales promotion goals. Segmentation and positioning strategies, niche marketing, Brand management and building brand equity, developing brand personality

UNIT 3: TYPES OF ADVERTISING

Advertising in different product categories: consumer, industrial, corporate, service, financial, social marketing etc. Different advertising media and their comparative strengths and weaknesses. Structure of an ad agency, types of ad agencies.

UNIT 4: ADVERTISING PLANNING AND EXECUTION

Brand positioning. Importance of research inputs market research, situation analysis, consumer behavior etc. Developing message strategy, media strategy. Preparing advertising plan. Media planning, media buying.

UNIT 5: ADVERTISING CREATIVITY

Creative brief. Elements of good advertising. Copy and art. Importance of visual thinking. Appeals and promises. Importance of design and layout. Use of typography, graphics etc.

PRACTICAL ASSESSMENT:

Quiz on advertising, scrap book of ads, analyzing social effects of ads, study of an ad agency, copywriting exercises: writing headlines, slogans, body copy etc.

Reference books

1. Sandage C H, Fryburger Vernon Advertising Theory and Practice: A.I.T.B.S.
& Rotzoll Kim Publishers & Distributors, Delhi
2. Mohan Mahender Advertising Management: Concepts & Cases;
Tata McGraw Hill Publishers
3. Ogilvy David Ogilvy on Advertising; Prion Books Ltd.
4. Lewis Herschell Gordion The Complete Advertising and Marketing
Handbook: East West Books(Madras) Pvt.
Ltd., Chennai
5. Little Field James E & Kirkpatrick C.A.: Advertising: Mass Communication in
Marketing; Vakils, Feffer & Simons Pvt. Ltd.,
Bombay
6. White Roderick Advertising: What it is and How to do it:
McGrawHill Book Company, London
7. Bulmore Jeremy Behind the scenes in Advertising; NTC
Publishers, Henley
8. Douglas Torin The Complete Guide to Advertising: MacMilan,
London

9. Jethwaney Jaishri Advertising: Phoenix Publishing House Pvt.

Ltd., New Delhi

DMC 15: PUBLIC RELATIONS

UNIT 1: UNDERSTANDING PR

Definitions, purpose and utility; relevance to democratic society. Difference between PR, advertising and propaganda. Status of PR in India. Ethics and legalities of the new digital world. Publics of PR- internal, external. Different ways to address them. Concept of 'Communication audit'.

UNIT 2: ROLE OF PR IN DIFFERENT SECTORS

Government, corporate, defence establishments, educational institutions, hospitals, individuals, political parties, trade and commercial organizations, professional associations, labour unions NGOs etc.

UNIT 3: TYPES OF PR

Internal/external, publics of PR, communication audit; qualities required of a PR professional, role and responsibilities of PR professional; in-house PR department, PR consultancy

UNIT 4: PR TOOLS

Internal: house journals, bulletin boards, events, mailing groups, social networking sites; External: exhibitions, trade fairs, external journals, media publicity. Traditional modes of communication (yatra, melas etc.), campaigns, movements etc. Programmes and events, CSR projects; PR during crisis: some recent case studies.

UNIT 5: MEDIA RELATIONS AS A PR FUNCTION

Importance of media publicity in PR. Necessity and ways of building and maintaining media relations, organizing press conferences and visits; writing press

releases and arranging other publicity material (audio, video, CDs, etc.), citizen journalism

PRACTICAL ASSESSMENT:

Preparing a PR plan for an organization, evaluating media publicity given to various organizations, writing Press Releases etc.

Reference books

1. Black Sam & Melvin L. Sharpe Practical Public Relations, Universal Book Stall, New Delhi
2. JR Henry and A. Rene Marketing Public Relations, Surjeet Publications, New Delhi
3. Jefkins Frank Public Relations Techniques, Butterworth-Heinmann Ltd., Oxford
4. Cutlip S.M and Center A.H. Effective Public Relations, Prentice Hall
5. Kaul J.M. Public Relation in India, Noya Prakash, Calcutta Pvt. Ltd.
6. Heath Robert L Handbook of Public Relations, Sage Publications, New Delhi
7. K.R. Balan Applied Public Relations and Communications, Sultan Chand and Sons
8. Philip Hens lowe Public Relations : A Practical Guide to the Basics, Crest Publishing House
9. Dennis L. Wilcose & Glen T Public Relations, Pearson, New Delhi

Cameron

ADMC 16 : BASICS OF AUDIO VIDEO EDITING

UNIT-I

Storytelling : what is story telling, types, characteristics of effective storytelling, the power of visual storytelling.

UNIT-II

Compositing stream, colour grading, animated camera movement, interfaces, 2D & 3D texting, text animations etc.

UNIT-III

Editing softwares Adobe After Effects, FCP and so on

UNIT-IV

The process of producing radio programs, concept to production: script writing, recording, editing software's, broadcasting. Voice over, dubbing

UNIT-V

Basics of field production, Different types of cameras, Audio and Video Switchers, Video Transmission and Production Servers, Different types of Video Recorders, Graphics Systems, Video Editing. Multi camera coverage and multidimensional feeds, Coverage (Live/Recorded) spanning several continents using satellites, Skype, mobile phones, etc, Planning several anchors and production co-ordination, Planning with virtual studios, animation & graphics and archival inputs.

DMC 17 : COPY WRITING & DESIGN IN ADVERTISING

Writing ad copy for different media. Types of headlines and body copy, slogans; taglines. Translation of copy. Writing for brochures, mailers etc.

UNIT I

- Introduction, Responsibility of Copy writer
- Attributes of a good copywriter
- Principles of copywriting

UNIT II

Creative Strategy : Planning & Development

- Developing an Advertising Plan
- Advertising Creativity: The five stages of creativity, Creative Thought Process, Who is a creative person?
- Creative Strategy: Components of the Creative Strategy, Putting the Strategy in writing
- Combining Creativity and Strategy
- Organizing the Creative Task
- The Creative Plan (Copy Platform)

UNIT III

Phases of campaign Creation

- Understanding the psychographics of target audience
- Finding out what to say
- Understanding the barriers to purchase
- Interrogating a product or service –Outlining the rational benefit and emotional benefit
- Developing an ear for ‘human insights’
- How to get an idea
- Choosing the idea that effectively communicates the emotional/rational benefit

UNIT IV

Brief

- Taking the brief
 - Product brief
 - Marketing brief
 - Agency brief
 - Converting into creative brief
- ### The Big Idea
- Arriving at the proposition
 - From proposition to head line

- Understanding tone of voice
- The positioning statement

UNIT V

Writing for print media

- Head lines
- Base line
- Sub headlines
- Body copy
- Slogan
- Captions
- Structuring the copy

- Understanding the medium and writing for TV, Cinema, Radio, Innovative Medium, Internet, SMS
- Principles of writing press release copy
- Writing copy for mail order, direct mail, trade directory, classified advertisement, B2B advertising

Different types of copy

- Advertorial
- Infomercial
- Comparative copy
- Copy for different languages

DMC 18 : SOFT SKILLS & EVENT MANAGEMENT

Unit I

Concept of Event Management

5 G's of Events, Event Designing

Relationship Building, Creating Opportunities for Bet

ter Deals with Different

Media, Events and the Economy

Unit II

Facets of Event Management

Event Infrastructure, Core Concept, Core People, Core Talent, Core Structure, Set Objectives for the Event, Negotiating Contracts with

Event Organisers, Locating Interaction Points, Banners , Displays etc., at the Event, Preparing the Staff for the Event, Post-event Follow-up

Event Organisers Targeting Clients, Selecting Event Categories to Serve, Selecting and Contracting with Other Key Elements in Chosen Categories. Venue : In-house Venue, External Venue

Unit III

Activities in Event Management Networking Components, Print Media, Radio Television, The Internet, Cable Network, Outdoor Media, Direct Marketing, Sales Promotions, Audience Interaction, Public Relations, Merchandising, In-venue Publicity, Activities in Event Management, Pre-event Activities, During-event Activities, Post-event Activities, Planning, Organizing, Staffing, Leading and Coordination, Controlling,

Event Management Information System, Setting Objectives, Development of the Strategic Market Plan, Environmental Assessment, Competitive Assessment, Gaining Competitive Advantages, Business Potential, Assessment, Market Attractiveness, Business Strengths.

Unit IV

Practical:Manage,carry out an event with appropriate systems as described in abovecomponents such as advertising, staffing, networking etc.

Reference books

1. Bruce E Skinner Event Sponsorship, Publisher
Vladimir Rukavina Wiley 2002, ISBN 0471126012

2. Anton Shene, Bryn Parry Successful Event Management

Thomson Learning ISBN 1844800768, 2004

3. Judy Alley Event Planning, John Wiley and Sons

ISBN 0471644129, 2000

DMC 19 : NATIONAL AND INTERNATIONAL AFFAIRS II

UNIT-I

Environmental issues

: World without borders, Resource use and sustainability, Environmental degradation– ozone depletion pollution

UNIT-II

Universal human rights –

universal declaration (1949); declaration of the right to development (1986); examining the concept of universal human rights and the individual context : Self determination–issues

Of secession; issues and antistate violence, Population, consumption and sustainability, Emancipator movements, Trade union, Peasants movements (with global vision) ,

Environment movements –chipko movement, Rachel Carson silent spring ; 72UN summit on environment, Women’s movement, Homosexual rights, The development debate, anti large movements, rehabilitation, development choices, people’s involvement, Tribal movements.

UNIT-III

Governance and related issues: Decline of law, Corruption, Nexus between crime and politics, Political apathy, Secularism, Issues of accountability. Concept: State, Society, Nation.

UNIT-IV

Political ideologies: Liberalism, Fascism, Socialism, Communism, Democracy. Indian Constitution: Brief history of Indian constitution, Salient features, Preamble, Fundamental rights and duties, Indian federalism

UNIT-V

Indian Political System: Features of Indian political system, Nature of Indian political system -

Political parties, features of Indian political parties, significant political parties, Identity politics : caste, reservation, politics parties, Regionalism and secessionism, Elections in India: understanding election process, opinion and exit polls, landmarks in electoral process – 52, 77,89 elections.

ADMC 20 : INTRODUCTION TO PRINTING & PUBLICATION

UNIT - I

What is publication, History of Marathi, English and other regional publication business. Major Marathi Publications e. g. Majestic, Mouj, Manovikas, Continental, Raajhans, Mehata, Padmgandha etc. Publication business in English (Oxford, Harper colline, Rupa etc) and other regional languages. Their role in literature world,

UNIT - II

General Structure of Publication house-Editorial, Production, sales & Marketing, Research, Event, Legal etc, Importance and co-relation between Editorial and other departments. Editorial board and its responsibility, Process of book publishing (Sample chapters or tentative chapterization sending to publisher, Editorial board meeting, Suggestions/Discussions, agreement, DTP, proofreading, rechecking, final reading, Cover design, printing, publication, marketing etc).

UNIT - III

basics of Printing-letterpress, offset etc, types of paper, sizewise types of books (Coffeytable, cutsize etc), Print on Demand, network of booksellers, challenge of online business to traditional counter sale. art of Translating books, best seller books. types of books like autobiography, Poems, fiction, nonfiction, informative, cookerie etc. catalogue, library world,

UNIT - IV

-Plagiarism

Plagiarism is the use of others' published and unpublished ideas or words (or other intellectual property) without attribution or permission, and presenting them as new and original rather than derived from an existing source. Plagiarism is serious scientific misconduct.

-Pirated Copies-, -ISBN-, -Copyrights - author, publisher, translator, -Law and Order -

UNIT - V

Online, e-book, websites, amazon, bookganga etc. case studies, Government schemes, Government agencies related to publication industry like NBT, Sahitya Akademi, Prominent Prizes for books, dnyanpeeth, saraswati sanmaan, saahitya Akademi, lit fests - Delhi lit fest, Jaypur lit fest etc, Akhil Bharatiya marathi saahitya sammelan and book sale. ethics of publication industry.

Reference books

1. K.S. Duggal Book Publishing
2. A.K. Dhar Printing and Publishing
3. N. N. Sarkar Art and Production, Sagar Publishers,
New Delhi, 2001
4. N.N. Sarkar Designing Print Communication,
Sagar Publishers, New Delhi, 1998

ADMC 21: MEDIA ETHICS & LAWS

UNIT 1: CONSTITUTION AND FREEDOM OF SPEECH AND EXPRESSION

Indian constitution, freedom of speech and expression, Meaning of defamation, Contempt of court, Right to information

UNIT 2: STUDY OF ACTS

Press and Registration of Books Act 1867, Working, Copyright act 1957, Cinematography Act 1952, Prasar Bharti Act 1990 Cable Television Networks (Regulations) Act 1995, I T Act 2000

UNIT 3: ETHICS IN MEDIA

Invasion of privacy and vulgarity, Advertising and ethics Issues of ethics in media, violation of ethics in various mediums, case studies. Paid news, Page-Three culture, plagiarism, revealing confidential sources, hoax, off-the-record, on-the-record. Ombudsman.

INTERNAL ASSESMENT:

Case studies, debates about current ethical issues in the media, analytical essay/s about change in journalistic practices etc.

Reference books

1. Relevant Sections of IPC from Criminal Law Manual, Universal
2. Constitution of India (Article 19 (1) and 19 (2) 105, 194)The Law Dictionary, Universal
3. Vidisha Barua Press & Media Law Manual, Universal Law Publishing Co. Pvt. Ltd. New Delhi
4. P.K. Ravindranath Press Laws and Ethics of Journalism, Author Press, New Delhi

5. R.K.Ravindrana Press in the Indian Constitution

6. K.S. Venkateshwaran Mass Media Laws and Regulations in India,

Published by Asian Mass Communication Research

and Information Centre, Distributed by N M Tripathi

Pvt. Ltd. Bombay

7. Dr. Ambrish Saxena Freedom of Press and Right to Information in India,

Kanishka Publication, New Delhi

ADMC 22 : TV & RJ ANCHORING SKILLS

Unit I

Basics of News reading presentation, Fundamentals of Anchoring, Process of Electronic News gathering ,Electronic field production ,etc . understanding different audience

How to Anchor programs involving audience categories/levels, interest and participation. Medium, skills required for being a News anchor, News Anchor presenting news in the broadcast, Role and responsibilities of a News reader.

Unit II

Anchoring and news reading skills: general awareness, presence of mind; clarity, diction, pronunciation; RJ'ing for FM Channels, voice over, voice culture, dubbing.Audio recording, editing software; transmission: AM, FM, medium wave, short wave; internet radio, webcasting podcasting.

Unit III

Process of Electronic News gathering .

What is the news here?

why should readers care?

what does this mean to the audience?

what question the reader will have?

Unit IV

Electronic field production, etc, basic production elements Required:

- (1) the camera, (2) lighting,(3) audio,
- (4) switching, (5) videotape Recording,
- (6) tapeless system
- (7) post production editing, and
- (8) special effects.

ADMC 23 : BASICS OF PRINT TECHNOLOGY & DIGITAL PLATFORMS

Unit I

Introduction to Printing

Letter printing, screen printing, Digital Printing, Printing Process

Unit II

Relief Printing Process

Fundamentals of Computer (OS, MS Office)

Graphic Design and Typography

Computer Application in Printing Industries

DTP (Word Process,

Unit III

Photoshop, Coral Draw, Pagemaker, Print Finishing

Unit IV

Packaging Technology, Printing Science (Paper & Ink)

Gravure Printing Process

Unit V

Fundamentals of Management Accounting

Costing & estimating

Print on demand

ADMC 24 : INTERNSHIP/ON JOB TRAINING

This internship has to be done at the end of every Semester. It is mandatory to do it in a **public relation company office** for the II Semester. The minimum requirement is 60 hours of work for 15 days @four hours a day. A file containing a detailed report about the Internship (containing details of schedule and nature work, copies of published and unpublished material, and assessment by concerned authority); and all the written assignments for other subjects has to be submitted.

BMC25: INTRODUCTION TO FILMS

Unit I

Film & Entertainment-

an Overview: Growth of film international and national perspective i.e. Hollywood, World Cinema, Bollywood, Indian regional cinema, Opportunities globally need to tap these opportunities, Business of cinema, genres in cinema, Emergence of additional content monetizing avenues like merchandising, gaming, theme parks etc. Case study Disney, Hanuman, Krish, 3 Idiots, Ghajini,

Ra – one.

Unit II

Visualizing & Scripting a Story and Identifying Themes, Screen Equations, Viewing the story from a moviemaker's eye, Shooting Projects.

Unit III

Introduction to Direction of Films and Work of famous Film Directors in the World.

Production :developing a Crew, Producing a Shooting Script, Before the Camera Rolls, Roll Camera, Location Sound, Continuity, Directing the Actors, Directing the Crew, Monitoring Progress

Unit IV

1. A discussion of early narrative cinema
2. A screening and discussion on Early Indian Cinema like Dadasaheb Phalke's films and Prabhat Talkies' films, along with a discussion of early Indian Cinema, and the development of the studio system in India.
3. Screening and discussion on Early Hollywood Cinema like Gone with the Wind, Sound of Music, Citizen Kane, with lecture and clips on evolution of Hollywood Studio System.

4. A discussion on the Super Star system and the Hindi formula film (selection of films from Rajesh Khanna, Amitabh Bachchan to Sharukh Khan, Amir Khan can be screened)
5. Screening and discussion of contemporary Hollywood film makers of 90's and 2000 like Steven Spielberg, Ang Lee.
6. A discussion of Indian-global cinema like Salaam Bombay, Namesake, Provoked
7. Discussion on Award winning Indian Regional films and film maker like Shantaram/ Satyajit Ray/Adoor Gopalkrishnan
8. Screening and Discussion on cross-over films and film makers like Shyam Benegal/ Madhur Bhandarkar
9. The Business of Cinema – Production, Distribution, Exhibition, Branding, Promotion and Marketing of Films.
10. Major Film Awards and Institutions.
11. Lecture-demonstrations on technical aspects of film: cinematography, editing, special effects, mise en scene, sound .

BMC26 : SHORT FILM MAKING –

UNIT - I

The film pipe line an overview-

Creative Process: Concept- Research- ideation, Structuring a Story-Story.

Boarding-Characters-screen play- Dialogues- Casting, Shoot-Edit-

Re- Recording- Final Print/DVD

UNIT - II

Understanding the needs of cinematographer/Sound designer/ editor/ client s

ervicing executive. Contribution by Lighting-Lenses-VFX-RR-

Compositing The film pipe line an overview-

Production Process: Formation of Team- Location Survey.

Unit III

Auditions-Planning the shoot-Production Management. Hiring of facilities-

Cost Control, Managing crew & artists.

Art of Film Making: Importance and power of Audio visual communication,

Strength of a still picture-Requisites of good still-How to shoot a good still.

Unit IV

The Word-Spoken & Written: Writing for visuals-
How to use words effectively, Study of some significant literary works, Balance
between words and visuals, Power of silence.

Unit V

Being an Advertising Film maker: The advertising mind frame-Achieving the
impossible, Various genres of films like corporate-viral-
marketing videos, Films in preparation general vs. ad film making the key
differentiators, | Studying proven ad films campaign, Creating 3 ad/social mes
sage films-
Production Management of ad/film making, Understanding the specific needs
of TV/Film/Web/Mobile audiences, Optimizing resources, Deciding on the right
pitch-Thinking out of the box. Intrapersonal communication skills.

BMC 27 : INTRODUCTION TO THEATER & CRAFT

UNIT - I

Acting and basic elements

Naturalness and lifelikeness, freshness, unity, consistency, harmony, stage
movement, emphasis, balance, proportion, sincerity, rhythm, grace.

UNIT - II

Acting and improvisation

Improvisation and mime, improvisation and scenario improvisation and
interpretation, improvisaion and suggestions.

UNIT - III

Types of Acting

Vachik abhinaya, Angik abhinaya, Aharya abhinaya, Satvik abhinaya.

Actor and his body

knowing the anatomy and purpose, understanding the significance of relaxation, physical action and its necessity, body, mind and rhythm, Postures, Gestures and body movements, body language, voice culture.

UNIT - IV

Theatre : Local & Global

Indian Theatre : Regional, Traditional, Modern Indian, Study of Post Independent Indian Plays (Ashadh ka Ek Din, Ghashram Kotwal, Haywadan, Pagala Ghoda, Andhayug), Greek Theatre, Elizabethan Theatre, Modern Western Theatre.

UNIT - V

Trends in Theatre

Amateur & Professional theatre, publicity/Management, Change in Subjects, theme, Production Technique,

Practicals

Make up Techniques,

stage acting performance

costume design process

Set design techniques

Computer aided design, Conceptual Visualization, woodwork

Stage lighting - colour, chroma, language of light

Books for Reference

1. Theaters of Independence Drama by Aprna Bhargava
2. Art of History by Marlyin Stokstad
3. History of India Theatre by M. L. Vardpande
4. International Encyclopedia of Dance by Janne Cohen

BMC 28 : INTRODUCTION TO CINEMATOGRAPHY

Unit I

Introduction to Cinematography &

Understanding a Frame:

Shooting a good Still picture,

Composition-Framing,

Understanding & Use of color, Capturing the

Drama, Black and white Photography.

Unit II

Lights & Lighting Techniques with various

types of lights :

Tungsten lamps, Cool Lights, HMI,

Cyclorama/background lights, Soft Box lights.

Use of cutter stand, black cloth and Camera

filters. Lighting – Situations, Studio lighting for

three cameras set up: Talk Show, Game Show,

Available day light situations, Shooting for

Documentary style, Face, Key, Fill, Back, High

key lighting, Low key lighting.

Unit III

Various types of Lenses and its significance :

Type of Lenses, Power of Lenses,
Understanding the shot requirement and usage
of a lens, Idea of perspective: Depth Of Field,
Depth of focus, Critical understanding of Fixed
Lens Vs. Zoom Lens, Focus pulling, 18% grey
card, Metering, Color temperature meter.

Unit IV

Camera Movements: Basic grammar of shots,
Primary Camera Movement: Pan, Tilt, Zoom,
Character, Movement, Usage and need of Track
and trolley, Crane, Jimmy Gop, Pull Cam,
Managing Movements, Single camera & Multi
camera setup | Continuity Exercise | Do's and
don'ts of camera movements and more.

Unit V

Understanding digital video recording

:Principle of video recording, Digital Recording
Formats, Editing and compression, Digital
sampling and storage, Technical formats of

video- PAL, NTSC, “Time Code” in Video

Recording, Film Stock and Processing

Practicals

Viewing Cinema Samples (Scene),

Set initial production schedule, Rating a camera’s ASA/ISO.

Mounting & using a matte box, Camera Filter Exercise & Zone Lighting Exercise,
Finalize Production Schedule & Final Scene Fragment Exercise.

BMC 29 : TRENDS IN SOCIAL MEDIA

Individual Blog: News stories, features, opinion pieces, pictures and video; Group
weblog: Working on different themes and issues and posting it on a team's blog;
Contribution to a Group or Community on any of the Social Network Sites

BMC30 : NEW MEDIA

UNIT 1: SPREAD OF INTERNET

What is internet?, Salient features and advantage over traditional media; History
and spread of internet in India, reach and problem of access; Internet and
Knowledge Society; Convergence and Multi-media: Print, radio, TV, internet and
mobile

UNIT 2: WHAT IS ONLINE COMMUNICATION?

Earlier websites of newspapers, E-books and E-publishing, Basic knowledge of
HTML and use of a content management system; Hyper-textuality, Multi-
mediality and interactivity, Use of various online tools to manage text, links,
photos, maps, audio, video, etc. Status of online communication today

UNIT 3: DIGITAL STORYTELLING

Tools of multimedia journalists; Learn to report, write and produce in a manner that is appropriate for online media, Feature writing for online media: Story idea, development and news updates, Podcast and Webcast

UNIT 4: NEW SOCIAL MEDIA

Dynamics of social media networks, novelty, strength and weakness; Growing personal sphere and online communities; New business model: advertisements, marketing and online revenue; Future trends

Reference books

1. Ronal Dewolk Introduction to Online Journalism Allyn & Bacon, ISBN 0205286895
2. John Vernon Pavlik New Media Technology Allyn & Bacon ISBN 020527093X
3. Michael M. Mirabito, New Communication Technologies : Application, Barbara . Mogrenstorn, Policy & Impact Focal Press, 4th edition ISBN 0240804295

FOR SEMISTER 5

MEDIA CONVERGENCE

BCN 28 : DIRECTION FOR TV

Unit I

Importance & Role of a Director for Television.

“Director” -

Conductor of an Audio Visual orchestra: What it means to be a Director ,
Managing creativity of colleagues and managing a creative team, Understanding
of roles & responsibilities of the crew, Understanding the Emotional Aspect
& Technological Aspects of
Actors, Cinematographer, Editor, Music Director, Sound Engineer, Makeup Man,
How to bring the effects of Music & Picture together.

Unit II

Different TV Programmes, types of Viewers, Prime Time, TRP Related Themes.

Unit III

Still Pictures to Motion Movies: Impact of a still picture, Analyzing a picture
, Critical Ingredients-Leonardo Da Vinci, Composition -
Framing, Function and proper use of lenses, Understanding & Use of color,

Aesthetics of Painting and Spatial Arts, Moving Image-

Motion Picture, Impact of collective moving Images, Motion Picture Dynamics
, Primary Movement-

Secondary Movements, Managing Movements, Tonal Value-Depth of

Field, Aesthetics and Psychological Impact of Moving Images.

Unit IV

Role of Sound & Music in making a Motion Picture : Association of sound, Li
stening to Sound, Contribution and impact of sound, Understanding rhythm, m
elody, drama, Knowing various instruments,

Impact of Sound-Moods, Role of notes and beats, Tonal Quality Pitch-
Volume-Perspective,

The concept of Music, Glimpses of World Music, Voice culture- for speech,
Acoustics, Harmony-Symphony, Rhythm-various Types of Rhythm-
Indian and Western, Concepts-

Permutations & Combinations of Notes & Rhythm, The formation of Music-
Glimpses of World Music - Combo of Music & Effects-Background score

Unit V

Implication of Lights :

What makes a good picture parts played by composition, light, contrast and drama, Lightcontrast-Volume-Foreground-Midground-Background-Propinquity-Distance-Colour-angle, Dynamism involved in motion/action-
Setting dynamism in action-Creating action

Books for Reference:

1. Film Directing Fundamentals (3rd Edition), Nicholas Proferes.
2. The Directors Idea, Ken Dancyer.
3. Film Directing Shot by Shot, Steven D. Katz
4. Course Pack for Filmmaking Dept., Kevin Bui
5. Notes of a film director By Sergei Eisenstein

BCN 29 : MEDIA CONVERGENCE

Understanding the technology

- Introduction to concepts of digitization and convergence.
- Application software: Word processing, Spreadsheet, Image Editing.
- Introduction to Internet, World Wide Web (WWW), Search Engines.
- Overview of New Media Industry
- Introduction to Web-designing: Role of Navigation, Color, Text, Images,

Hyperlinks, Multimedia elements and Interactivity.

- Web Content Management System, Wordpress/Joomla
- Digital Tools for Journalists (Document Cloud - Drop Box, Overview, Timelines, Wordle, etc.)
- Overview of open source culture and software, Open Source Licenses (Creative Commons)
- Security issues in using digital technology (Malware, Phishing, Identity Thefts)
- Convergence and Journalism
- News on the web: Newspapers, magazines, radio and TV newscast on the web
- Changing paradigms of news; emerging news delivery vehicles; integrated newsroom;
- Data Journalism: Computer Assisted Reporting (CAR), Visualisation of data,36
Open source data collection and analysis.
- Challenges and opportunities for a newsman - gatekeepers to news guides
- Awareness regarding techniques of Digital Marketing: Search Engine Optimization, Search Engine Marketing and Email Marketing

BCN 30 : MEDIA CONVERGENCE IN PRACTICE

- Convergence and Journalism
- News on the web: Newspapers, magazines, radio and TV newscast on the web
- Changing paradigms of news; emerging news delivery vehicles; integrated newsroom;
- Data Journalism: Computer Assisted Reporting (CAR), Visualisation of data,36

Open source data collection and analysis.

- Challenges and opportunities for a newsman - gatekeepers to news guides
- Awareness regarding techniques of Digital Marketing: Search Engine

Optimization, Search Engine Marketing and Email Marketing

Writing for a Whole range of Media

- (Hyper) Text
- Audio
- Video
- Still images
- Animation
- Flash interactivity
- Blogs
- Micro blogging & Social networking/Facebook/Twitter/RSS feeds.
- Poll surveys/Email etc.
- Digital Story telling Formats
- Content writing, editing, reporting and its management
- Structure of a web report
- Planning and designing of WebPages, Blogs, web channels, e-Newspaper, e-Magazine

BMC 31 : INTRODUCTION TO TECHNICAL WRITING & INSTRUCTIONAL DESIGN

Unit - I

Concept

Providing information to users who need assistance to accomplish a defined goal or task is called as Technical communication or technical writing. The purpose of technical communication is not to entertain people. The focus of technical communication is to assist users who need specific information on using products, completing tasks, operating equipment, and completing other types of activities.

Unit II

Purpose

Technical communicators work with other professionals to maintain the quality of product documentation. Technical communicators work collaboratively with sales personnel, engineers, programmers, graphic designers, quality control personnel, and client support personnel to ensure that product documentation meets the needs of users.

Unit III

Skills

The field of technical communication encompasses a number of related disciplines that include:

- Information design
- Technical writing
- Technical editing
- Instructional design
- User experience design
- Document design
- Training design
- Marketing
- Web design

Unit IV

Skills

- Determine the needs of the audience
- Organize the structure of technical documents
- Write information that meets the needs of the audience
- Write so that users can easily find and understand information
- Use page elements such as tables, lists, and headings appropriately
- Edit and proofread to produce documents without grammar or typographical errors

Technical writers interpret the thoughts and ideas of engineers, programmers, and marketing managers by translating complex concepts and procedures into simple English. As a technical writer, you are a technical “interpreter” since you must:

- Know two “languages” intimately and understand their cultures. If you don’t understand computers, computer jargon, and the culture of computer programmers, you can never understand a complex computer application well enough to explain it. If you don’t know the things that challenge novice computer users, you can’t effectively explain tasks like installation or configuration.
- Be accurate since mistakes can be costly or even dangerous. You don’t want to miss a step when writing emergency procedures for a nuclear reactor.
- Understand the audience. If you can’t understand the audience and interpret their needs, you will never produce the document they need or want.

computer skills

- In addition to writing skills, technical writers should have solid computer skills. Technical writers should have basic knowledge of using applications that are typically used in a technical writing environment. Popular applications include Microsoft Office, Adobe Framemaker, RoboHelp, Madcap Flare, Adobe Photoshop, Snagit, HTML editors, and XML editors. You don’t need to be an expert in all of these applications, but you should have a basic ability to use software applications to write technical content.

Unit V

Scope

Technical writing is not limited to user manuals. Technical writers may be called on to produce different types of technical documents. These technical documents have many similar features and requirements, but some documents, such as websites, have more specific requirements.

Technical writers produce documents that include:

- User manuals
- Quick reference guides
- Proposals
- Annual or quarterly reports
- Newsletters
- White papers
- Marketing documents
- Websites
- Training materials
- Simulations
- Online help
- User assistance (FAQs)

Books for reference

Donald C. Samson Jr. : Editing Technical Writing

Gordon H. Mills & John A Walter : Technical Writing

McGehee Brad : The complete Guide to Writing Software User Manuals

Patricia A. Robinson : Fundamentals of Technical Writing

Peter J MGuire and Sara M. Putzell : A Guide to Technical Writing

Robert W Bly and Gary Blake : Technical Writing : Structure, Standard and Style

Susan Grimm : How to Write Computer Documentation for Users

BMC32 : CREATING WRITING

Unit I

Introduction to Creative Writing:

Forms, Styles, How to build creative writing skills

Unit II

Introduction to Indian Literature:

Introduction of Indian Writers in English Literature & their Important Work

1. Vikram Seth, 2. Chetan Bhagat, 3. Rashmi Bansal, 4. Jhumpa Lahiri
5. R. K. Narayan

Unit III

Introduction to Novella / Short Story :

Novella / Short Story as a Genre, Historical

Background, Introduction to the short stories by

1. Sadat Hasan Manto, 2. Gangadhar Gadgil, 3. Khushwant Singh

Unit IV

Understanding Characteristics of Poetry & Drama

Poetry-

1. Rabindranath Tagore, 2. Keki N. Daruwala, 3. Harvansh Rai Bacchan
4. Gulzhar, 5. Parsoon Joshi

Drama- Asghar Wajahat, Dharmavir Bharati, Salim Khan. Javed Akhtar

Unit V

Indian Literature: Critical Appreciation of Any of the Genres

Explanation on 2 contemporary short stories may be analyzed, which will enable the student to attempt to write short stories,

Story Writing As a Genre : Theme, Plot, Character, Point of View, Setting, Tone & Symbolism. Scripting, Screenplay & Dialogue Writing, Writing Internet content,

Featuring 5 Short Film of different genres for students and giving them assignment related to the same.

Books for Reference

1. Marden, Orison: Hints for young Writers, N.Y: Thomas & Crowell Co.
2. Burack, A.S. (Ed) Boston: The Written Handbook: The written INC, Boston
3. Geoffrey Ashe: The Art of Writing Made Simple
4. Hughes, Ted: Poetry in the Making
5. Bowles, Borden: Creative Writing
6. Boulton, Marjorie: The Anatomy of Drama
7. Burnett, Hallie: On Writing the Short Story Harper & Row
8. Dev, Anjana, AnnadhaMarwah, Swati Pal; Creative Writing a Beginner's Manual, New Delhi: Pearson Longman, 2009

BMC 33: MEDIA MANAGEMENT

UNIT I

- Types of ownership and their agendas
- Ideal management structure to ensure free flow of information, informed comment and analysis for an ideal -newspaper or broadcast channel
- Management role in ensuring editorial freedom.
- Organisational structure, delegation of responsibilities and coordination between departments

UNIT II

Financial management

- Break up of expenditure for the year
- Raw material costs, human resource inputs, various allocations

- Fixed and variable costs
- Unforeseen factors

Specialized training for skilled workers, HRD, advertising revenues, without compromising quality or commitment to high, professional standards.

Marketing strategies:

Meeting consumer demands without pandering to baser instincts.

Public relations, brand building

Identification with readers'/ viewers'

Eschew exaggeration or debasement of truth, honesty or professional integrity

Creation of goodwill, brand building Sales promotion

Challenges of globalization, liberalization

Foreign Direct Investment [FDI]

Convergence

Cross – media ownership

Digital revolution and its impact on media

Commercialisation of media

Legal aspects

The press and registration of Books Act 1867

Company Law as applicable to media

Case Studies

-BBC

-‘Sakaal, Maharashtra Times, Lokmat’ and other new papers their marketing and development strategies

-Organisational bodies: IENS, NRS, ILNA, ABC

Recommended books

-Ben Badgikian: Media Monopoly

-Rucket and Williams: Newspaper Organisation and management, IOWA State University Press,1974

-Nicholas Coleridge: The Paper Tigers

-P.K.Ravindranath: News media management, English Edition, Mumbai 2004

BMC 34 : TEAM PROJECT (SHORT FILM)

BMC 35 : INDIVIDUAL PROJECT

BMC 36 : INTERNSHIP / ON JOB TRAINING

PROPOSED PLAN FOR INTERNSHIP AT THE END OF THE YEAR:

SR. NO.	YEAR	RELATED MES-Q	JOB ROLE	PROPOSED ORGANIZATION	TIME PERIOD
1	1 ST YEAR	MES Q-1903 CORRESPONDENT AND MES Q-1906 ASSIGNMENT EDITOR	TRAINEE REPORTER/TRAINEE SUBEDITOR" in the PRINT MEDIA & STRINGER/NEWS READER"/COPY EDITOR in the TELEVISION	KESARI/MEDIA CURA/VIVEK	2 WEEKS
		MES Q 0601 DIRECTOR OF PHOTOGRAPHY, MES Q 0602 CAMERA OPERATOR MES Q 1401 EDITOR		AIR/STAR/ZEE	2 WEEKS
2	2 ND YEAR	MES Q-1901 EDITOR IN CHIEF AND MES Q-1902 DESK EDITOR MES Q-1901 EDITOR IN CHIEF AND MES Q-1902 DESK EDITOR MES Q-2001 LIGHTING DIRECTOR	"SUB EDITOR"/REPORTER in the "PRINT MEDIA & SR. COPY EDITOR/NEWS READER in TV	KESARI/VIVEK	6 WEEKS
3	3 RD YEAR	MES Q-1904 CORRESPONDENT (TV/RADIO) MES Q-1905 SENIOR CORRESPONDENT MES Q-1801 BROADCAST OPERATION DIRECTOR MES Q-1801 BROADCAST OPERATION DIRECTOR MES Q-1802 BROADCAST OPERATION MANAGER MES Q-1901 EDITOR IN CHIEF	CORRESPONDANT (TV/RADIO)" in the TV/RADIO & "SENIOR CORRESPONDANT (TV/RADIO)" in the TV/RADIO	AIR/STAR/ZEE	6 WEEKS